

## Message Text

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44

ACTION FSI-01

INFO OCT-01 EUR-12 ISO-00 EB-07 SIG-02 /023 W

----- 105949

R 120750Z MAR 76

FM AMEMBASSY BUCHAREST

TO SECSTATE WASHDC 6940

INFO USDOC WASHDC

AMEMBASSY BERLIN

AMEMBASSY BUDAPEST

AMEMBASSY MOSCOW

AMEMBASSY PRAGUE

AMEMBASSY WARSAW

AMEMBASSY SOFIA

AMEMBASSY VIENNA

AMEMBASSY BELGRADE

UNCLAS BUCHAREST 1268

E.O. 11652: N/A

TAGS: AFSI RO BEXP

SUBJECT: OVERSEAS MARKETING RESEARCH SEMINAR, LONDON, MAY 10-21,  
1976

REF: STATE 057114

1. WHILE WE STRONGLY SUPPORT THE CONCEPT OF OVERSEAS SEMINARS FOR TRAINING FSOS AND SENIOR FSLs IN MARKETING, WE DO NOT PLAN TO NOMINATE ANYONE FOR THE SEMINAR IN MAY. OUR RATIONALE--ON WHICH FSI COMMENTS ARE WELCOME--IS THAT MARKETING AND MARKET RESEARCH INVOLVE FUNDAMENTALLY DIFFERENT TECHNIQUES IN THE ROMANIAN AND OTHER STATE-TRADING ECONOMIES, AS WAS APPARENT AT THE OCTOBER 1974 SEMINAR. THUS WE COULD JUSTIFY SENDING AN FSO TO THE NEW SEMINAR ONLY IN TERMS OF HIS OVERALL CAREER DEVELOPMENT, NOT THE INTERESTS OF THE POST, AND COULD NOT JUSTIFY AN FSL AT ALL. POSTS IN MORE DECENTRALIZED EE ECONOMIES' MAY HAVE A DIFFERENT VIEW, OF COURSE.

2. WE PROPOSE INSTEAD THAT A SEPARATE SEMINAR BE HELD FOR MARKETING IN "NON-MARKET" ECONOMIES, AND IF SUCCESSFUL,  
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REPEATED EVERY TWO YEARS OR SO. EMPHASIS COULD BE PLACED ON

PRACTICES OF EXPERIENCED FIRMS WITH SPECIAL FINANCING ARRANGEMENTS, BARTER, SWITCH, BUY-BACK, CONTRACT DRAFTING AND OTHER PECULIAR BUT ESSENTIAL ASPECTS OF MARKETING HERE. MARKET RESEARCH, FOR CLOSED SOCIETIES WITH FEW AND POOR STATISTICS, WOULD PROBABLY BECOME ONLY A SMALL PART OF THE SEMINAR, BUT AN EXCHANGE OF MARKET RESEARCH IDEAS BETWEEN COMMERCIAL OFFICERS COULD BE HELPFUL. CONTACT BETWEEN EXPERIENCED FSLs FROM DIFFERENT EE POSTS WOULD GIVE THEM VALUABLE INSIGHT INTO DIFFERENT WAYS OF ASSISTING US BUSINESS. IF SUCH A COURSE WOULD BE TOO SPECIALIZED FOR FSI, PERHAPS IT COULD BE CONTRACTED OUT TO A FIRM (SUCH AS BUSINESS INTERNATIONAL) WHICH HAS EXPERIENCE WITH THIS TYPE OF SEMINAR, WITH SUITABLE GUIDANCE FROM FSI ON THE NEEDS OF THE FOREIGN SERVICE.

3. WE WOULD WELCOME FSI AND OR USDOC REACTIONS, AS WELL AS COMMENTS BY OTHER POSTS.  
BARNES

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NNN

## Message Attributes

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**Concepts:** n/a  
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**Decaption Date:** 01 JAN 1960  
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**Review Authority:** wolfsd  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 01 JUL 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <01 JUL 2004 by vandyklc>; APPROVED <31 AUG 2004 by wolfsd>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
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**TAGS:** AFSI, BEXP, RO  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006